



United States Department of the Interior

BUREAU OF LAND MANAGEMENT

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Instruction Memorandum No. **CA-2005-018**
Expires: 09/30/2006

To: All California Offices
(Attn: Field Office Managers, Planning Team Leads, National Monument/NLCS
Unit Managers, and Public Affairs Officers)

From: Deputy State Director, External Affairs

Subject: Approval for Electronic & Printed Newsletters and Planning Updates

Program Areas: Communications/External Affairs and Printing

Purpose: This Instruction Memorandum provides guidance for developing, producing, and releasing newsletters and planning updates. *(Note: the term "newsletter" includes information released to the public regardless of format, e.g., newsletters, flyers, updates, bulletins, etc., in print or electronic copy.)*

Policy/Action: Publications and other outreach mediums are core elements in the way we communicate with the public. These communication mediums represent the Bureau and are often the first exposure the public has with the Bureau. It is often these mediums that help the public forge an impression of our identity and an image of our professionalism and competency. Therefore, it is critical that these mediums provide the public with useful, current, and accurate information about our programs, lands and policies. Consistency in appearance and message are keys to successful communication.

National Monuments, NLCS Units, Planning Leads, and others may obtain approval to develop, produce, and release newsletters/updates for their particular unit/planning project. To ensure these communication mediums meet Bureau standards, follow the procedures below regardless of the final format; information conveyed to the public electronically via the Internet requires the same process as a paper publication.

Procedures for Developing, Producing, and Releasing Newsletters:

- **Approval:** Each newsletter must have an approved Publication/Exhibit/Promotional Item Approval Request Form, BLM Form 1550-8 (Attachment 1). Please complete

the Form 1550-8 and send it to the California State Office of External Affairs (CA-912). Approval is required on an annual basis, by fiscal year. Please indicate the number of issues to be developed for the Newsletter and how often it will be issued, i.e., weekly, monthly, quarterly, etc.

- **Design Standards:** Whether funded all or in part by the BLM, each issue of the newsletter is subject to DOI and BLM policies on publication standards and the use of logos. See the new [BLM Design Standards](http://web.blm.gov/nstc/Design%20Standards/) website for guidance:

<http://web.blm.gov/nstc/Design%20Standards/>

- **Clearance:** Before each issue is reproduced and distributed (electronically or printed) final clearance must be obtained (this is similar to press release clearance). Issues produced by contractors funded by BLM must go through the clearance process. See the “Final Approval” section of the Form 1550-8 for more information.
 - 1) The clearance process includes review by the local public affairs officer and field manager and the State Office of External Affairs.
 - 2) Newsletter issues may be forwarded through email and must follow this route (External Affairs will not review for clearance until the local public affairs officer and field manager has reviewed):
 - a. Local public affairs officer
 - b. Local field manager
 - c. State Office of External Affairs
 - 3) A publication index number is provided by the State Office Printing Specialist and must be printed on each issue.
 - 4) Email messages granting State Office clearance should be maintained in the local office.
 - 5) The process to reproduce and distribute the newsletter may proceed.
- **Printing:** If unable to reproduce in-house, BLM must use a Government Printing Office contract to reduce costs and ensure a professional product.
- **Posting to the Website:** At the time the newsletter is cleared by the State Office and released to the public by the local Field Office, it must be posted to the appropriate BLM Field Office website.

The BLM must abide by all applicable laws, including Presidential Executive Orders, governing rules, regulations and policies issued by the BLM, the Department, the Government Printing Office, the Joint Committee on Printing, and the Office of Management and Budget.

Timeframe: Effective upon receipt.

Budget Impact: None

Background: Methods of communication, including print and electronic publications, have greatly expanded over the past decade, and accessibility to Bureau information through electronic publishing has become significantly more practical and efficient. Publications that carry the BLM name/logo/message or that incur an expenditure of funds/work months

managed by the BLM, always require WO/SO External Affairs approval at concept, development, production, and release. The State Office of External Affairs will assist with WO approval and other requirements.

Coordination: Coordination occurred between the Washington Office of Public Affairs and the California State Office of External Affairs.

Contact: For further information, please contact AJ Ajitsingh (916) 978-4623 or Mary Lou West (916) 978-4612.

Signed by:
Tony Staed
DSD, External Affairs

Authenticated by:
Richard A. Erickson
Records Management

Attachments

1. Publication/Exhibit/Promotional Item Approval Request Form (BLM Form 1550-8) (4 pp.)